

# SARAH BLAIR

CULINARY, WELLNESS, & LIFESTYLE BLOGGER



## ABOUT ME

I'm an outdoorsy chef who grew up in the New England countryside and now lives at the beach in Los Angeles, CA. I split my time between the sea and mountains, where I constantly cultivate my palate while living a healthy and active life. I started my blog in 2020 and love sharing my recipes, health journey, travel, beauty and art tips, and passion for all things pure! Pure Palate hopes to inspire wellness through the eyes of a trained chef who lives with authentic and pure intentions. Pure Palate is not just a brand; it's a lifestyle!



INSTAGRAM

@APUREPALATE

12.7K

20.7K

12%

WEEKLY REACH

FOLLOWERS

ENGAGEMENT

50%

CA/NYC BASED

APUREPALATE.COM

4.8K

AVG MONTHLY

USERS

## AUDIENCE DEMOGRAPHICS

61.8%  
WOMEN

38.1%  
MEN

18-44  
AGES

## BRANDS I'VE WORKED WITH



Breville

MARY RUTH'S



spindrift

KitchenAid

WWW.APUREPALATE.COM

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# BRAND PARTNERSHIPS



## **BRAND: MISEN** **CAMPAIGN: HIGH-QUALITY KITCHEN EQUIPMENT**

This campaign highlighted Misen's products and design. Its goal was to encourage people of all skill levels that cooking and creating amazing meals is easy with the right high-quality kitchen equipment. .

**TOTAL REACH: 55K**  
**ENGAGEMENT: 32%**



## **BRAND: SPINDRIFT** **CAMPAIGN: SPINDRIFT SPIKED EXCLUSIVE COCKTAIL RECIPE**

I worked with Spindrift to promote their new spiked hard seltzer and created an exclusive cocktail recipe using their product. This campaign aimed to promote the brand's simple and pure ingredients so people can feel good about drinking the beverage while participating in an active and healthy lifestyle.

**TOTAL REACH: 75K**  
**ENGAGEMENT: 24%**



## **BRAND: MARY RUTH ORGANICS** **CAMPAIGN: HEALTH & WELLNESS**

This collaboration aimed to promote the brand's vitamins and supplements that work to fuel the body and create a healthy immune system. I showcased some of their vegan, non-GMO, and plant-based products to elevate my wellness journey.

**TOTAL REACH: 60K**  
**ENGAGEMENT: 30%**

# PACKAGES

## BRONZE \$1500

- 1 Instagram Post or Reel Video
- 1 Set of IG Stories (3 frame minimum)
- Amplification to Facebook, Tiktok, and Pinterest
- 1 exclusive tested and developed recipe with product
- 1 photo using brand name/likeness

## SILVER \$3000

- 3-Month Partnership
- 1 Monthly IG Post or Reel
- 1 Monthly IG Story Set
- Amplification to Facebook, Tiktok, and Pinterest
- 3 exclusive tested and developed recipes with product
- 3 photos using brand name/likeness
- Includes License & Usage for Ads
- Includes Competitive Exclusivity

## GOLD \$5,000

- 6-Month Partnership
- 1 Monthly IG Post or Reel
- 1 Monthly IG Story Set
- Amplification to Facebook, Tiktok, and Pinterest
- 6 exclusive tested and developed recipes with product
- 6 photos using brand name/likeness
- Includes License & Usage for Ads **and Whitelisting**
- Includes Competitive Exclusivity



# SERVICES OFFERED

- Sponsored Blog Posts
- Brand Ambassadorships
- Video Content Creation
- Food Photography
- Giveaways On Social Channels
- Professional Video Series Production
- Exclusive Testing & Developed Recipes
- Virtual Event/ IG Live Hosting